



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1354832

Schedule Dates 08/16/12-08/24/12
Advertiser Americans for Prosperity (22300)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand AMERICANS FOR PROSPERITY (305155)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name CLYOD, ELISE
Phone/Fax /
CPE N/A
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments AMERICANS FOR PROSPE
JONATHAN VITTI
SHARE = 2%

Date Entered 08/15/12
Last Modified 08/15/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09792880
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$82.50
Net Total \$467.50
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Aug. 2012	6	\$550.00
Grand Total:	6	\$550.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/16/12-08/17/12	4	:30	11:35P- ABC-Nightline					1	1			2	\$90.00	\$180.00	Greensboro (WXLV)	NIGHTLINE	8/15/12
2.0	Normal Line / SPOT (2)	08/19/12-08/19/12	4	:30	10:58-40A- ABC-This Week								1	1	\$100.00	\$100.00	Greensboro (WXLV)	THIS WEEK.	8/15/12
3.0	Normal Line / SPOT (3)	08/20/12-08/21/12	4	:30	11:35P- ABC-Nightline			1	1					2	\$90.00	\$180.00	Greensboro (WXLV)	NIGHTLINE	8/15/12
4.0	Normal Line / SPOT (1)	08/20/12-08/20/12	4	:30	11:35P- ABC-Nightline			1						1	\$90.00	\$90.00	Greensboro (WXLV)	NIGHTLINE	8/15/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____

Rep Order# 9792880 Ver# 1 Status New
EC'd Yes

Traffic Order# 1354732
Printed: 08/14/2012 5:13 PM
Last Received: 08/14/2012 5:03 PM
Showing Buylines: All Lines

Q2, D
8/15

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL ISSUE GROU
Product AMERICANS FOR PROSPE
Estimate#
Buyer ELISE CLYOD
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E
Flight Dates 08/09/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

AMERICANS FOR PROSPERITY *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	TH-F,M	08/16-08/20	1135P-1202A	NIGHTLINE	.30	\$90.00	3	1	3	\$270.00
2	SU	08/19-08/19	11A-12P	THIS WEEK	.30	\$100.00	1	1	1	\$100.00
3	M-TU	08/20-08/21	1135P-1202A	NIGHTLINE	.30	\$90.00	2	1	2	\$180.00

---REPORT TOTALS---

Report Totals. 6 / \$550.00

---SALES MONTHLY TOTALS---

Aug 12. 6 / \$550.00
Sales Totals. 6 / \$550.00
Station Totals. 6 / \$550.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$27,500
CABL 0% WKFN 0% WBEF 0% WCMG 0% WMYT 20%
WGHP 18% WMTV 0% WUPN 0% WXII 60% WXLV 2%

Books null

98113118
46750/25
CK #79417

Rep Order# 9792880 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/14/2012 5:13 PM
Last Received: 08/14/2012 5:03 PM
Showing Buylines: All Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL ISSUE GROU
Product AMERICANS FOR PROSPE
Estimate#
Buyer ELISE CLYOD
Phone#
Fax#
Demos RA35+

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E 08/09/2012 - 08/21/2012
Flight Dates
Hiatus Weeks

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Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WXLV-TV	Date: 8/13/12
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I, Lauren A. Schumacher
do hereby request station time concerning the following issue:

Americans for Prosperity

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
VARIES					

Total Charges: \$ 550 GROSS

This broadcast time will be used by: Americans for Prosperity

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for Prosperity

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

1/17/2012 *John Flynn* 703-224-3200
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

mailed Ben Matthew Bowmen GSM
Signature Printed Name Title